RJ REYNOLDS

TOBACCO COMPANY

COPY

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September 23, 1997

RJR Account #586440
SHOSHO BROS.

NOVEMBER DORAL B2G1F / PROMOTION #701647

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **12** skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	1
Light Men 100	12300-24492	1
Light 100	12300-24489	1

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
***IT IS STRONGLY RECOMMENDED** THAT YOU PLACE **1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY**; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **October 20, 1997**

Ship Date to Retail: **Week of: October 27, 1997**

SKU CUBE : **1.0195**
SKU WT (w/o Product): **1.7300 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$465.18**

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Source: https://www.industrydocuments.ucsf.edu/docs/lrxp0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF THREE DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 3 CTNS)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN **21 B2G1F OFFERS**, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$14.00 (1 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162601
Enclosures:
- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/lrxn0000

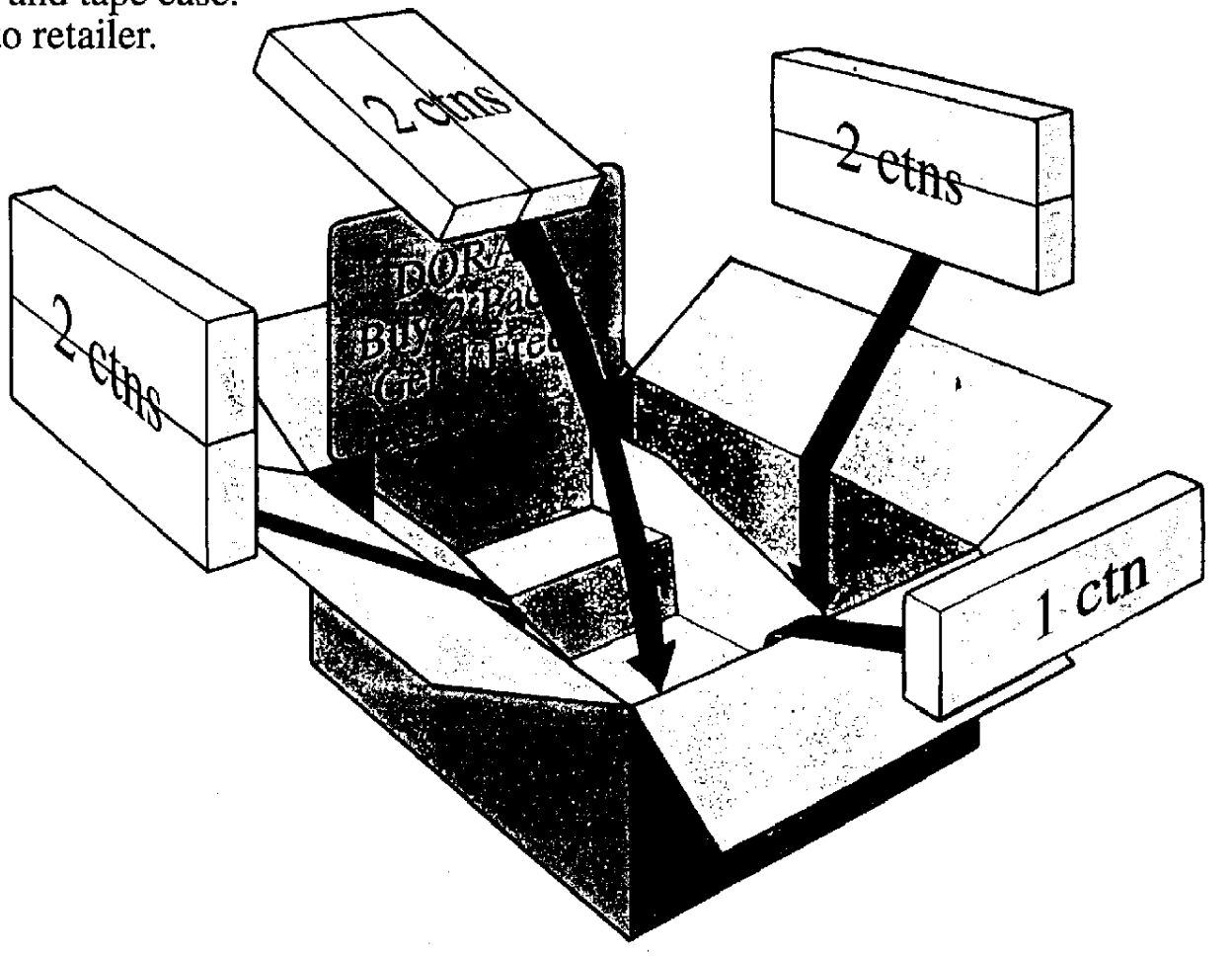
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174
Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	~~FF 100~~		
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/lrxn0000

WHOLESALER : 586440 SHOSHO BROTHERS, INC. <DIRECT>
TEMPLATE : *701647 71100 DOR B2G1F NOV*
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	397416	STEFFIE'S DELI	1592 ELMWOOD AVE	BUFFALO	NY	14207	2				(716)877-0367
162601	162626	398691	MAYBACKS FOOD	1598 N. FALLS BLV	TONAWANDA	NY	14150	2	NYS			(716)835-0115
162601	162626	544295	SHOP-A-LOT	260 MAIN ST	TONAWANDA	NY	14150	2	NYS			(716)694-6270
162601	162629	562502	VONDY'S DELI	604 HERTEL AVE	BUFFALO	NY	14207	2	NYS			(716)873-4959
162603	162625	697271	SUNOCO	3030 SENECA ST	WEST SENECA	NY	14224	2				(716)827-0435

PAGE BREAK TOTAL ACCOUNTS 5 TOTAL QUANTITY 10

TEMPLATE TOTAL ACCOUNTS 5 TOTAL QUANTITY 10

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 11/05/97

ACCOUNT NUMBER: 586440
VOUCHER NUMBER: 15377531
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 14.00

SHOSHO BROTHERS, INC
1803 ELMWOOD AVE
BUFFALO , NY 14207

SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	14.00

EXPLANATION: NOV DOR B2G1F 701647 162601

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Source: https://www.industrydocuments.ucsf.edu/docs/lrxn0000